



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: AUGUST 25, 2026**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT **WARD: 1**
DEPARTMENT

SUBJECT: ADOPT THE RESOLUTION TO DECLARE THE 1,756 SQUARE FOOT PORTION OF VACANT CITY-OWNED LAND LOCATED ON VINE STREET, KNOWN AS ASSESSORS PARCEL NUMBER 213-211-008, AS EXEMPT SURPLUS AND APPROVE THE PURCHASE AND SALE AGREEMENT WITH CHARLES AVILA AND NAOMI AVILA, TRUSTEES OF THE CHARLES AVILA AND NAOMI AVILA LIVING TRUST OF 1999 DATED MAY 14, 1999 FOR THE SALE OF EXEMPT VACANT LAND AND THE MARKETPLACE OUTDOOR ADVERTISING DISPLAY IN THE AMOUNT OF \$5,268.00

ISSUE:

Adopt the Resolution to declare the 1,756 square foot portion of vacant City-owned land located on Vine Street, known as Assessor's Parcel Number 213-211-008, as exempt surplus and approve the Purchase and Sale Agreement with Charles Avila and Naomi Avila, trustees of the Charles Avila and Naomi Avila Living Trust of 1999 dated May 14, 1999 for the sale of exempt vacant land and the Marketplace Outdoor Advertising display in the amount of \$5,268.00.

RECOMMENDATIONS:

That the City Council:

1. Adopt a Resolution (Attachment 1) to declare the 1,756 square foot portion of vacant City-owned land located on Vine Street, known as Assessor's Parcel Number 213-211-008, as exempt surplus land based on the written findings contained in this staff report;
2. Approve the Purchase and Sale Agreement (Attachment 2) with Charles Avila and Naomi Avila, trustees of The Charles Avila and Naomi Avila Living Trust of 1999 dated May 14, 1999 for the sale of exempt land and the Marketplace Outdoor Advertising display in the amount of \$5,268.00; and
3. Authorize the City Manager, or designee, to execute the Purchase and Sale Agreement ("Agreement"), including making minor and non-substantive changes and signing all documents and instruments necessary to complete this transaction.

BACKGROUND:

The City of Riverside ("City") owns vacant land located on Vine Street identified as Assessor's Parcel Number ("APN") 213-211-008. This 1,756 square foot portion of land is occupied by the Marketplace Outdoor Advertising Display ("ODA display"), which is a 73-foot-tall, 24-foot-wide steel structure featuring four (4) electronic LED display panels.

In 2023, staff determined that the ODA display and the associated land area were no longer required for municipal purposes and could be considered for disposition. Staff subsequently evaluated ownership, access, operational requirements, and potential disposition options for the property. The ODA display is situated on a small remnant portion of City-owned land that has limited independent utility and is not anticipated to be needed for any current or future municipal purpose.

On March 4, 2025, the City Council, during Closed Session, authorized staff to continue negotiations with Charles Avila and Naomi Avila, Trustees of The Charles Avila and Naomi Avila Living Trust of 1999 dated May 14, 1999 (“Charles and Naomi Avila”), regarding the potential sale of the ODA display and the underlying land area.

As part of the City's efforts to facilitate the potential transfer and continued operation of the ODA Display, staff coordinated with the California Department of Transportation (“Caltrans”) regarding the landscaped freeway designation adjacent to the sign location. On November 13, 2025, Caltrans approved the City's request to declassify a portion of the landscaped freeway area associated with the ODA display.

DISCUSSION:

The proposed transaction involves the sale of approximately 1,756 square feet of City-owned land together with the Marketplace ODA display to Charles and Naomi Avila for a total purchase price of \$5,268.00. The property is an uneconomic remnant that is inaccessible and non-buildable, and therefore has limited utility or marketability as a standalone parcel. Its sale would allow the City to dispose of a property that does not provide practical public or economic use while consolidating the parcel with the adjacent property. Two independent appraisers were consulted to establish an appropriate purchase price using a direct valuation approach that reflects the unique characteristics and limitations of the property. Based on these factors, the \$5,268.00 purchase price represents the appraised value of the property.

Pursuant to the California Surplus Land Act (Government Code Section 54220 et seq.), local agencies are required to declare land as either surplus or exempt surplus prior to disposition. Staff has reviewed the subject property and determined that the 1,756 square foot portion of APN 213-211-008 qualifies as exempt surplus land because the parcel is less than 5,000 square feet and is not independently developable pursuant to section § 54221(f)(1)(B). The property constitutes a remnant parcel with limited utility and is not suitable for the development of housing or other independent uses.



The November 13, 2025 Caltrans approval removing the landscaped freeway designation from the affected area was a significant milestone in facilitating the continued operation of the Marketplace ODA display. The declassification eliminated a regulatory restriction that previously limited the ability to permit the sign location and allows the property owner to pursue the necessary Caltrans permits, subject to Caltrans review and approval.

As part of the Caltrans permitting process, Caltrans has requested that the City provide documentation evidencing the transfer of ownership of the ODA display and the underlying property. The City will comply with these requirements and, upon close of escrow, will provide Charles and Naomi Avila with copies of the executed closing and escrow documents, ownership transfer documentation, and a letter from the City confirming that they have acquired ownership of the ODA display and associated property and are authorized to pursue the necessary permit from Caltrans. These documents are required by Caltrans as part of the permit application process and will assist them in obtaining the appropriate permit for continued operation of the ODA display.

As a condition of the Agreement, Charles and Naomi Avila will be required to refurbish and modernize the ODA display. The required improvements include painting and rehabilitation of the sign's structural steel components, as necessary, and replacement of the existing advertising display panels with updated electronic display technology, subject to all applicable permits and regulatory approvals.

The proposed sale will eliminate ongoing City ownership responsibilities associated with the remnant parcel and ODA display. The transaction will also generate revenue for the City and return the property to private ownership and maintenance.

The Public Works Director concurs with the recommendations in this report.

FISCAL IMPACT:

The total fiscal impact of this recommendation is \$5,268. The Property is City-owned and is being sold for \$5,268 less escrow and miscellaneous related closing costs for a total not to exceed \$3,000. The estimated net proceeds from the sale in the amount of \$2,268 shall be deposited into General Fund, Sale of Land & Buildings account number 0000101-380010.

Prepared by:	Jessica Andresen, Real Property Agent
Approved by:	Miranda Evans, Community & Economic Development Director
Certified as to availability of funds:	Julie Nemes, Finance Director
Approved by:	Thomas R. Hatch, Interim City Manager
Approved as to form:	James Johnson, City Attorney

Attachments:

1. Resolution
2. Purchase and Sale Agreement
3. Presentation